

# CONNECTED TV

A GUIDE TO THE MOST ANTICIPATED  
AD PLATFORM OF 2023



# CONNECTED TV OFFERING

Connected TV Advertising (CTV) refers to content streaming through apps (OTTs), either on a smart TV or through a mobile device.

While CTV is still an evolving sector, its presence and influence have grown exponentially in a very short amount of time. As more buyers place their focus on this sector of the advertising landscape, there is no doubt this space will become increasingly saturated.



226 MILLION  
AMERICANS  
WATCH VIDEO CONTENT VIA CTV

# TV ADS: GENERAL LANDSCAPE

In 2023, we anticipate advertisers will spend \$26 billion on CTV, compared to \$27 billion on linear TV. In the next three years, we anticipate a more substantial difference being the CTV ad spend around 50% of the total TV spend.

CTV advertisers are leaning into automated purchasing. In 2022, 75% of CTV ad spending transacted programmatically vs direct buys.\*

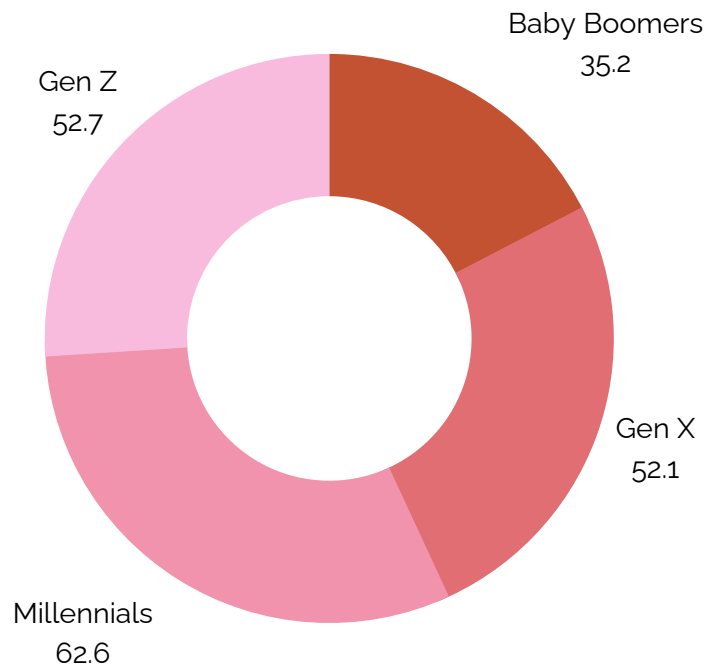


## CTV AUDIENCES

Millennials continue to be the top generation viewing video on CTV at 62.6 million in 2023.

Gen X and Gen Z are close behind.

But unlike the generations before them, Gen Zers see TV in a different light. Having grown up in the digital sphere, they're not swayed by broad-stroke, generalized advertising. They want their experiences personalized, with ads and programs that speak to them as a person—not just a consumer.\*



\*Combined US Linear and Connected TV AD spending Billions, eMarketer, October 2022

\*US CTV users, by generation millions, 2023, eMarketer, September 2022

# DEVICES / OPERATIVE SYSTEM

Nearly 2/3 of CTV viewers use a smart TV.

47.6%

firetv

A small portion uses a gaming console.

12.9%

apple tv

The most popular CTV operating system is Roku, used by just over half of all CTV viewers.

12.8%

chromecast

53.1%

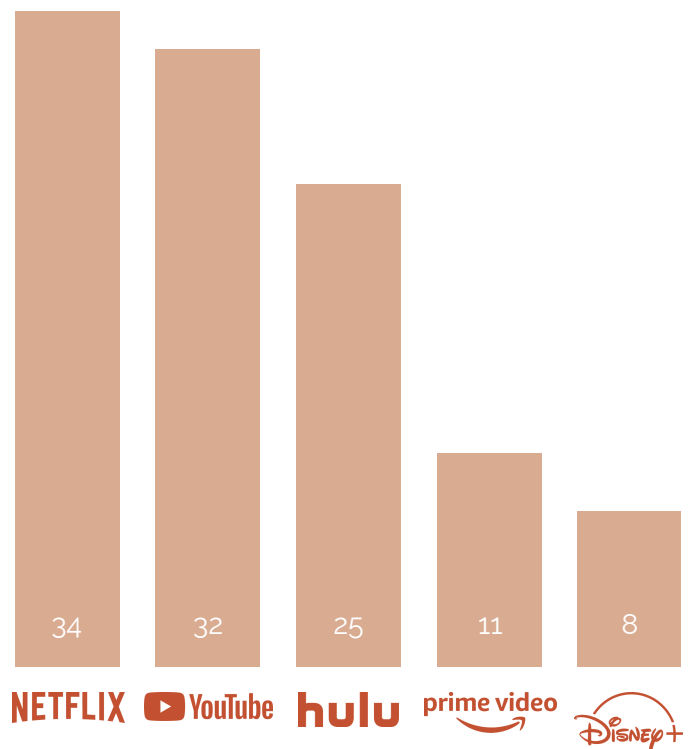
Roku

US CTV Users, by Device % of CTV viewers, 2023, eMarketer, September 2022

Not only is Roku the most popular device, but also offers a free, ad-supported streaming space called "Roku Channel," that can be used on any device. Apple utilizes a similar model that allows users to stream directly to any connected device.

# STREAMING PLATFORMS/ TIME SPENT

Average time spent increased by 1-2 points on avg. YOY. Netflix and Youtube platforms were leaders in 2023, and while they will maintain those positions in future years, Disney+ and other players' expansions will increase their minutes market share.

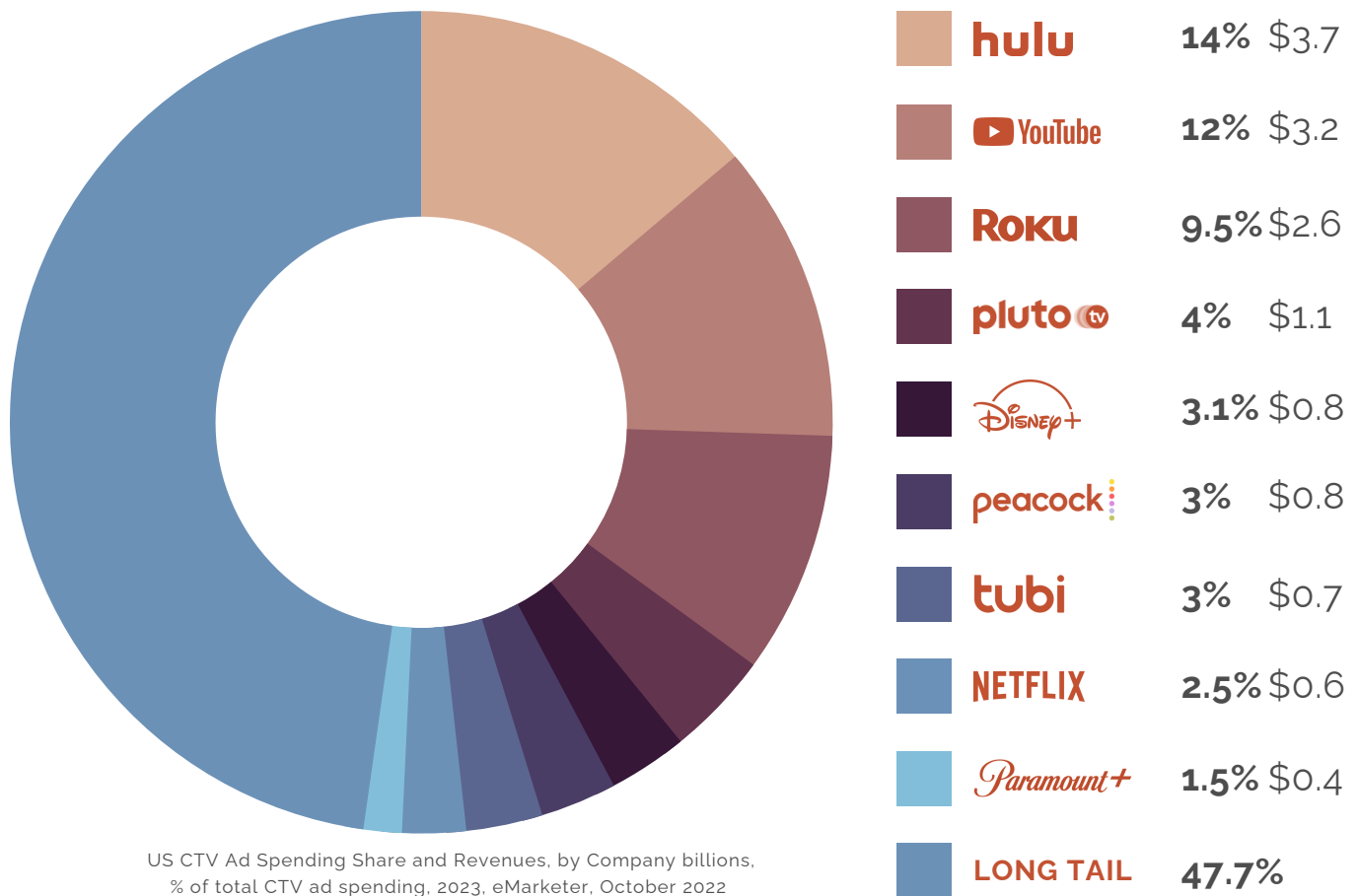




# STREAMING PLATFORMS/AD SPEND

Roku, YouTube, and Hulu's CTV ad revenue continue to grow, but their share decreased due to the market segmentation expansion in the past year with more services

adopting ad strategies. Newcomers like Netflix, Disney+, and Hulu opening up ad managers to all sizes of businesses will impact this in the coming years.



# BCV CTV PAID APPROACH



CTV is currently considered an awareness channel oriented to reach and frequency.



Evaluate the option of combining different ways of buying the streaming platform inventories, not only through programmatic but also direct in the most popular ones like HULU. They can offer better targeting and price but less tracking vs. programmatic.



Make sure to set up pixels for tracking campaign attribution to your booking and revenue. Although CTV/OTTS is a non-clickable environment, the audience can visit and be influenced by the awareness campaign ad if, in the attribution windows, it can be attributed from a unique Household ID perspective.



The buying model is CPM based on streaming platforms and targeting

- Low - Medium Streaming Platforms: \$25-\$35 (PlutoTV, Peacock, etc)
- Premium Platforms: \$45-\$50 (Hulu, HBO+, Disney+, etc)



Make sure the geographic targeting is as specific as possible to avoid extra costs and take advantage of the main technology capabilities unavailable on linear TV.



The ideal strategy utilizes a digital multichannel approach, focusing awareness and consideration on CTV and approaching consumers in the medium and lower funnel with social media ads, programmatic, or google products using the same target variables.

**BCV TIP: CONSIDER PARTNERING WITH DMOS OR SISTER PROPERTIES TO CREATE A LARGER DESTINATION MARKETING CAMPAIGN WITH AN INCREASED BUDGET.**

It would be beneficial for hotels to consider collaborating with a portfolio of properties, destinations, or DMOs to enhance their budget capacity and create a more compelling advertising campaign. By forming a partnership, they can achieve a stronger impact and broader reach.

# BCV CTV CREATIVE APPROACH



Pick your purpose— Overwhelming audiences with too many messages that stray away from your primary objective will reduce retention rates.



Show your personality—Tell an emotional story that captures the attention of your audience with a compelling narrative unique to your brand.; show your personality.

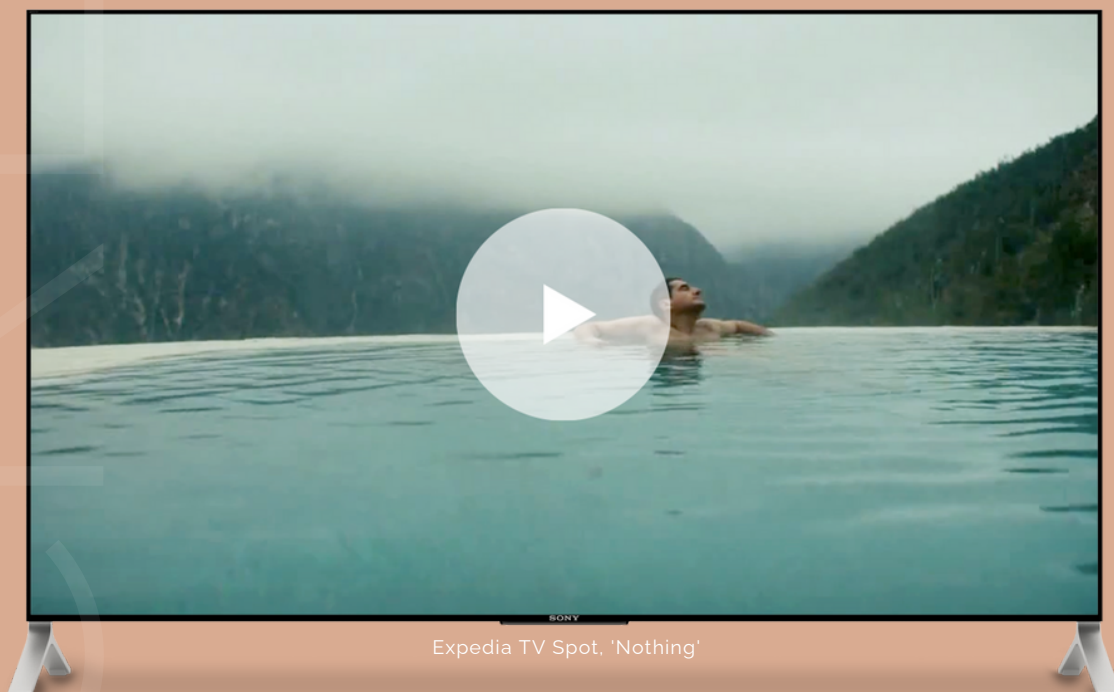


Open with impact, establish your brand and pull it through, text and talk responsibly, choose your messaging and words thoughtfully, bring the humanity, stick the landing, and be clear about your CTA.



Length: The ideal length depends on goals:

- 15 Seconds: Requires branding in almost every frame and feature branding in the first three seconds; they tend to be more successful if humorous.
- 30 Seconds: Recommended for integrating so the brand presence can be at the right moment. (Source Kantar, 2020)





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